Innovative Advertising Solutions Customized to Meet Your Business Needs

Cross Media Sales, Media Planning, Ad Operations, Ad Serving Technology, Ad Analytics, Reporting, Programmatic Advertising, Marketing Automation

- Multi-Channel Media Sales
- Ad Operation Automation
- Cross Channel Audience Measurement
- Advanced Analytics
- Integration with leading Programmatic Platforms

- Real time visibility of inventory across channels
- Maximize inventory value by optimizing yield
- Reduction in operational time and cost
- Real-time metrics on campaign performance
- Rich Data about viewers and visitors

- 40-50% cost reduction in Media Planning time
- Gap between booking and invoicing less than 5%
- Increased Inventory Value
- 30% improvement in operation cost
Tavant AdTech Expertise

**Cross Media Sales**
- Advanced Audience Targeting
- Ad Delivery Options
- Programmatic Advertising and RTB Integration
- Multiple Pricing Models
- Cross Platform Support
- Fraud Detection

**Data Analytics**
- Real-Time Analytics
- Batch Reporting
- Inventory Forecasting

**Ad Operations**
- Campaign Management
- Media Planning
- Workflow Automation
- Integrations with Third-Party Services

**Testing**
- Test Automation to Validate Ad Workflows
- A/B Testing and Multivariate Testing
- Performance Testing
- Data Quality Validation